

CASE STUDY

Extreme customer service: complex oncology patient support program consolidation



Flawless data, seamless transition

A multi-national biopharmaceutical company selected Fortrea Patient Access to help consolidate its portfolio of three specialty oncology products into a single, comprehensive patient support program that includes the Fortrea Specialty Pharmacy, FortreaRx™. The project involved transitioning data for two of the products from another vendor into the Fortrea patient database, with a seamless 12-week transition. Since the products were specialty, non-small-cell oncology therapies, it was vital that patients received products on-time with no lapse in treatment. The goal of the transition was to improve program quality and consistency across the client's portfolio of products.

Project challenges

- 1 Consolidating three ongoing oncology products into a single, comprehensive patient support program
- 2 Conducting seamless patient data transfer for two of the products from another vendor to Fortrea without interrupting active prescription delivery to patients
- 3 Enhancing the patient experience with personalized service

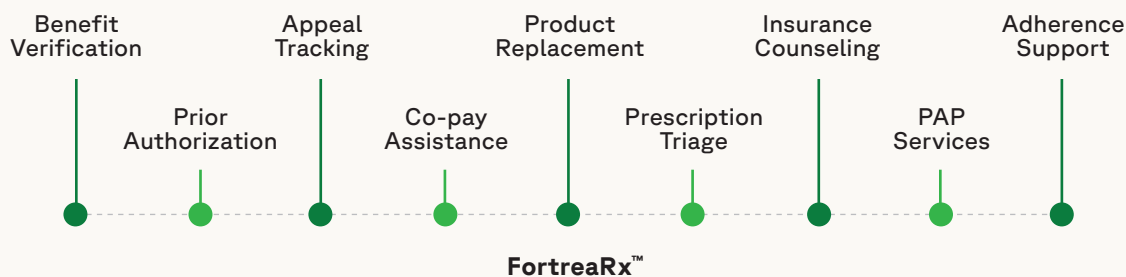
Solution: a full-service, quality-driven, technology-based process

The Fortrea Patient Access team analyzed the previous vendor's data and identified significant quality issues in terms of content, gaps and inconsistencies, along with missing shipment records and enrollment dates for patient eligibility. The vendor was unable to send data electronically to meet data transfer deadlines. To avoid gaps in treatment for cancer patients, we quickly acted on the challenge and manually entered the several hundred active patients' data into the Fortrea CRM system. This extra effort ensured continuity of patient care during the transition, with historical patient data being transferred post-launch via data file transfer.

In addition to reimbursement and patient assistance support, the patient support program included FortreaRx for product distribution. A review of files revealed that 150 patients had not received their final free shipment from the former pharmacy, as had been expected based on previous communication. We immediately prioritized these shipments and then contacted the patients to ensure receipt with no lapse in treatment. We also contacted doctors' offices to ensure an accurate status for each patient under treatment.

The new comprehensive patient support program (see Figure 1) provides end-to-end case management, including benefit verification, prior authorization and appeal tracking support, access to co-pay assistance, prescription triage, product replacement, insurance counseling and patient assistance program (PAP) services. For un- or under-insured patients, we remove barriers, assessing their qualifications for patient assistance so they can receive the product through our specialty pharmacy. We also support the refill process to avoid any lapse in patient treatment. In addition to providing a personalized reimbursement and fulfillment experience to patients and healthcare providers, the Fortrea technology platform allows for efficient and trackable delivery of services for effective program oversight.

Figure 1: end-to-end case management, reimbursement, fulfillment and specialty pharmacy



Benefit verification is completed in under four hours. FortreaRx completes 71% of shipments within one business day and 86% within two business days.

The client provided feedback that this transition program was the best in recent experience and presented the launch as an internal, successful case study. Implementation was on-time and on-budget, with flawless data and no lapse in service, as the team was flexible to adapt to challenges while meeting client objectives. Ultimately, the process was seamless to patients.

The Fortrea team notes,

“Oncology patients and products require this extreme level of customer service—above and beyond expectation—but this is how Fortrea operates for all clients and products. We provide the quality data and service that stakeholders value, ensuring that we delight the client.”

Trusted partnership with extreme service delivery

After noting the successful consolidation and extreme service delivered by the Fortrea team, the client asked us to provide adherence services to increase patient support during a free trial program for a label expansion. Knowledgeable nurses contact each patient to ensure their comfort with their treatment plus adherence to the protocol and to answer any questions. The nurses contact patients per the following schedule:

Day(s)	
0	Discuss expectations, instructions and touchpoints
2	Review side effects and encourage patients to work closely with their providers regarding dosage and treatment continuation
8	Following titration to a higher dose, follow-up with patients and assess any side effects

This adherence service forges a close link with patients, encourages continued participation and provides vital information for providers and the client.

Conclusion

The client achieved the consolidation of three specialty oncology products into a single, comprehensive patient support program, including FortreaRx. The project was completed with a seamless, on-time transition that was transparent to stakeholders, with no lapse in service. The results were improved quality and consistency of data, streamlined processes and simplified program management, addressing patient service gaps and positioning the program for further expansion.

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